

The purposes of this research are to study the demographic details of readers, readers' selections, recommendations, and problems of readers. The samples studied were 400 readers who were customers of 8 bookstores in Siam Square. The hypothesis of this study is that book selection depends on the demographic details of readers ; sex, age, education, occupation, and income.

The results of the study are as follows :

Choice of bookstores, purposes in book selection and the type of non-fiction books and textbooks purchased depend on sex, age, education, occupation, and income.

Types of items purchased depend on sex, education, occupation, and income.

Unit price of books purchased depend on sex, age, and income.

Types of fiction purchased depend on sex and income.

Quantity of items purchased depend on age.

Frequency of purchase is the only aspect that does not depend on any demographic details of the readers.